

# **Shropshire Museums Service Strategy**

**2018–2023**

# Museum & Art Gallery



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# Foreword

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I welcome Shropshire Museums Service's first strategy document which recognises the current climate within which our museums have to operate and sets the ambitions for our service over the next five years.

It identifies clear and practical measures which will enable museums to continue to care for, and make accessible, our collections; deliver enjoyable, exciting and educational experiences for our customers; develop partnerships that welcome diverse audiences and help our museums fulfil their potential as key players in the cultural life of the county, and strengthen the service's resilience so that our museums can be enjoyed by customers for years to come.

**Lezley Picton**  
*Portfolio Holder  
for Culture and Leisure*  
April 2018





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# Shropshire Museums Service

Shropshire Museums Service is part of Shropshire Council. It comprises a beautiful, fascinating and surprising collection of objects and buildings.

### **Shrewsbury Museum & Art Gallery**

Shrewsbury Museum & Art Gallery is the Service's flagship site. Customers can explore millions of years of history through over one thousand remarkable objects in an extraordinary and beautiful building situated in the heart of the historic town centre. The museum hosts a series of temporary exhibitions, runs a very popular school and adult education programme and has superb spaces available for corporate hire. Over 70,000 customers visit the museum each year.

### **Acton Scott Historic Working Farm**

Acton Scott is a historic working farm sited in the stunning Shropshire Hills Area of Outstanding Natural Beauty and is a wonderful visitor attraction for all the family. Customers are offered a fascinating insight into rural life at the turn of the 19th century as farm life unfolds around them. Customers can take part in daily activities and special events. Acton Scott hosts a popular school and adult education programme of traditional rural crafts from basket weaving to blacksmithing. Over 20,000 customers visit the

farm each year from Easter to October.

### **Shropshire Museums Collections Centre**

The resource centre allows for the long-term care and storage of the collections. It provides access to the collection for research and through an education programme and exhibition space. The centre shares a building with Ludlow Library and other Shropshire Council services. As part of the rebrand of Shropshire Museums Service it is proposed the centre is renamed 'Shropshire Museums Collection Centre' to better reflect its role housing the vast majority of the county's collection.

### **Much Wenlock Museum**

Much Wenlock Museum tells the story of the town and surrounding area, the links between Dr William Penny Brookes and the Modern Olympic Games, and the geology of nearby Wenlock Edge. The museum houses a Visitor Information Centre and is visited by over 25,000 people each year.

### **Shrewsbury Castle**

Shrewsbury Castle houses the spectacular collections of the Shropshire Regimental Museum

Trust including pictures, uniforms, medals, weapons and other equipment from the 18th Century to the present day.

### **Coleham Pumping Station**

Coleham Pumping Station was built on the bank of the River Severn in Shrewsbury in 1900. It houses two steam-driven beam engines which pumped sewage until 1970. The building, grounds and machinery are owned by Shropshire Museums Service and also house items owned by the Shrewsbury Steam Trust. The station is opened to the public seven days a year by volunteers.

**Working to make  
Shropshire a  
great place to  
live, learn, work  
and visit.**

**Shropshire Council**  
*Corporate Plan*  
2017



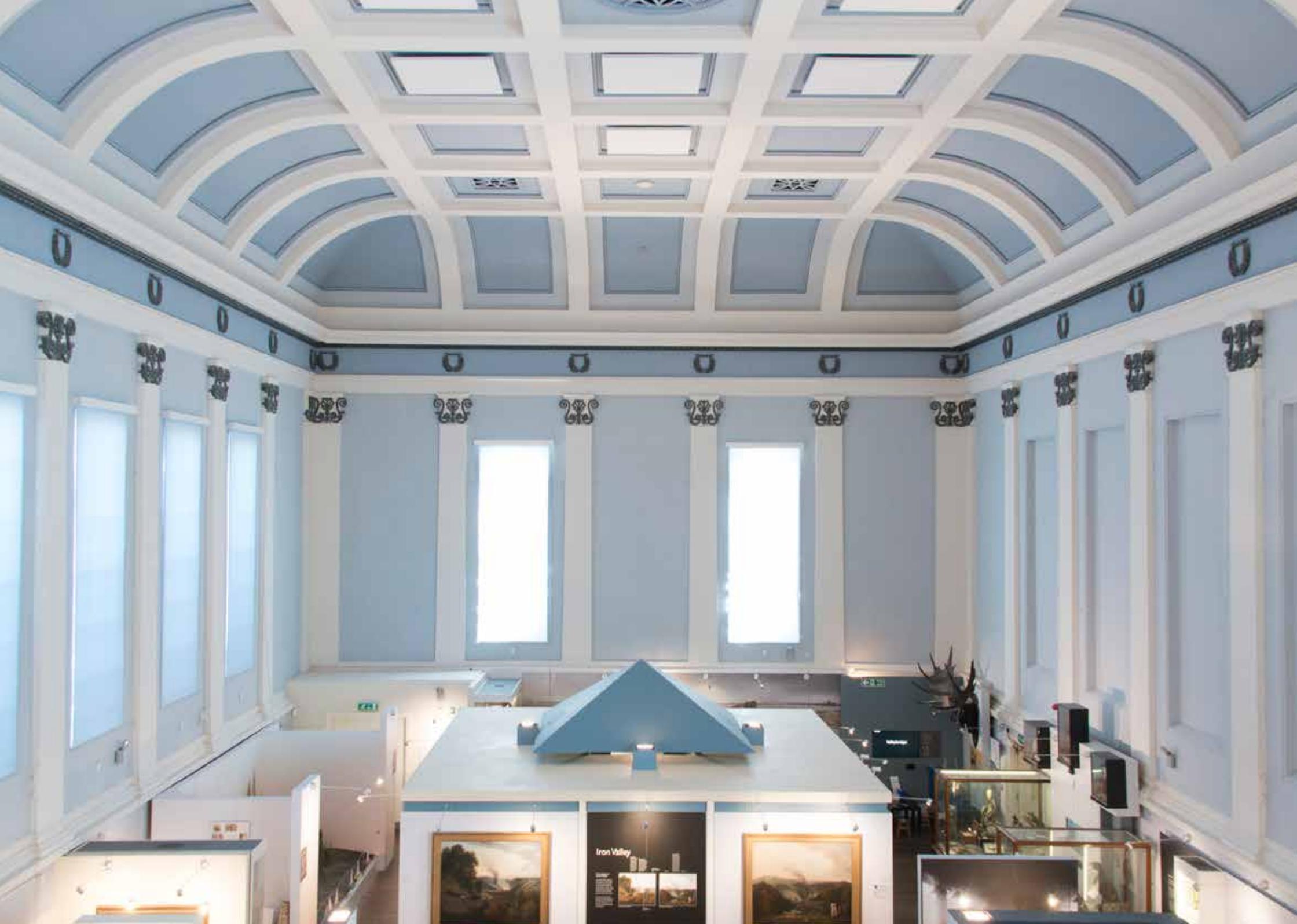
# Our purpose

The Service Strategy will be fundamental in setting the direction of the Museums Service as it faces a future of increasing challenge.

It will shape day-to-day service provision; articulating a clear vision which will drive programming of exhibitions and events as well as informing who we should work with as partners and funders.

The purpose of the Service Strategy is to document explicit objectives for the service over the next five years, to specify steps in the plan to achieve these, and to identify how we will measure our success.

The strategy is underpinned by five core values: customer experience, family focus, health and well-being, resilience, and teamwork. These values will shape how we deliver our objectives.



# Our objectives



**Provide a high quality, well-organised and accessible collection** that supports the values of the Museums Service and helps us to tell Shropshire's stories.



**Provide places where all customers feel welcome, comfortable, educated and excited to return.**



**Proactively engage with partners to welcome a diverse audience** into our museums and to strengthen the cultural offer across Shropshire.



**Increase our resilience** by developing our fundraising capability and making the best use of our assets.



# Our values

## CUSTOMER EXPERIENCE

**We want all of our customers to have an enjoyable experience of our museums.**

The days of simply opening the doors to a good quality collection are well and truly behind us. We will understand our customers' needs and wants and strive to meet those so that all customers have a wonderful experience. Customers' expectations are high and we will place their experience at the heart of our service.

## FAMILY FOCUS

**We want to attract families into our museums.**

Museums are uniquely placed to create wonderful experiences between the people who visit. Traditionally museums have concentrated on the experiences that occur between object and customer; we want to take this a step further and focus on using our objects and spaces to foster wonderful experiences between customers in the groups in which they naturally visit. Families are the natural group to focus on. Their diverse make-up and needs will drive us to provide an inclusive service; we will not simply provide activities for children, but think holistically about the needs and

wants of the entire family. Moreover, the inclusion of children and young people within our family focus will support our resilience as we engage young customers into the future.

## HEALTH AND WELL-BEING

**We want to benefit our local communities.**

We know that the collections we hold, the beautiful spaces in which we house them and the exhibitions, activities and events which we deliver benefit the health and well-being of individuals and communities. As does engagement with our museums as a volunteer. We will recognise, cultivate and promote this benefit across all areas of our service.

## RESILIENCE

**We want to prepare for the future.**

The financial future for local authority museums is set to remain uncertain. The expectations of key stakeholders, including funders, are high and the resources with which to deliver the service are diminishing. We are therefore committed to delivering our Service Strategy, increasing our fundraising capability and seeking multiple sources of income. We will be

forward thinking; making best use of our assets to generate income, and establishing partnerships that open up new audiences and funding opportunities.

## TEAMWORK

**We want to be an efficient and effective team.**

In order to deliver our Service Strategy, we need a motivated, skilled and collaborative team of

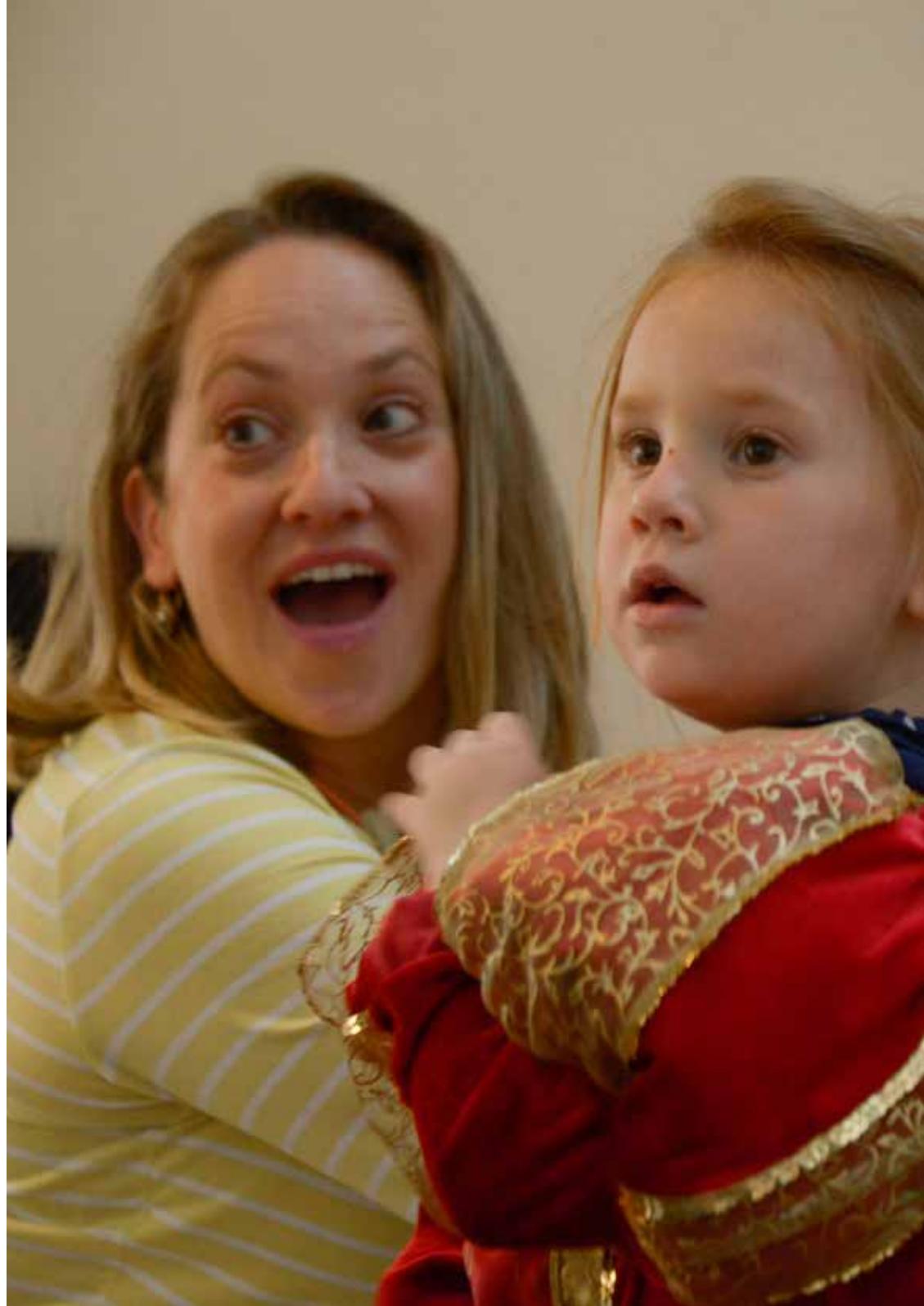
staff and volunteers. We will all work to foster an environment where ideas and concerns are listened to and acted upon. We will invest in our professional development and personal networks across the sector. We will share learning. We will value each other and help to create a happy motivated team who are supported to deliver a wonderful experience for all of our customers.



**Going forward, non-statutory services (such as museums) will come under increasing pressure as local authorities make further budget reductions that cannot be balanced by efficiency savings.**



**Arts Council England**  
*Research to Understand  
the Resilience of Local  
Authority Museums*  
2015



# Our priority projects

This strategy is informed by a strong appreciation of the diverse reasons that people visit museums and an acute awareness of the financial realities facing local authority museums, coupled with increasing expectations from key stakeholders.

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As a result:

- We will continue to increase public access to our collections through collections rationalisation and digitisation projects.
- We will adopt the 'Kids in Museums' Manifesto to welcome families to our museums.
- We will introduce an 'Object of the Month' programme to bring alive stories from our collection.
- We will deliver a Customer Insight Plan to cultivate a good understanding of the needs and wants of our customers and we will use this information to make decisions about the services we offer and how we deliver them.
- We will maintain visitor numbers and develop income streams at all sites including delivering a robust Fundraising Plan to strengthen our resilience.
- We will continue to recruit and develop an active community of volunteers who reflect the diversity of audience that we aim to attract, we will increase their skills and devise an exciting programme of

volunteer opportunities which we can also promote to our customers.

➤ We will introduce a membership scheme at Shrewsbury Museum & Art Gallery which increases the value that customers experience from our museums while providing the service with a more sustainable source of income.

➤ We will install 'wow' objects throughout Shrewsbury Museum & Art Gallery so that customers will be inspired and excited.

➤ We will redesign the Shropshire Gallery at Shrewsbury Museum & Art Gallery, adding seating, creating spaces for groups to engage with the collection, and more opportunities for customers to interact and be playful.

# Why people visit:

WOW FACTOR  
ATMOSPHERE  
INTERACTIVITY  
CHILD FRIENDLY  
CONTEMPORARY  
TRADITIONAL  
THE COLLECTION  
LEARNING  
HISTORY  
ART  
SURPRISE  
IMMERSION  
EDUCATION  
ACCESSIBILITY  
COFFEE SHOP

SPACE  
LIGHT  
DESIGN  
DISCOVERY  
ARCHITECTURE  
INSPIRATION  
RESEARCH  
ENGAGEMENT  
WELL-BEING  
CREATIVITY  
TOURS  
STORIES  
COURSES  
ESCAPISM  
WEDDINGS



# Linking our strategies

This Service Strategy is a fundamental document. It has been developed with input from staff, volunteers and other key stakeholders.

It directly supports the cultural and organisational strategies above and informs team plans below.

The objectives and values within this document inform the day-to-day work of our staff and volunteers through a Strategic Plan and align that work to high-level outcomes for the county.





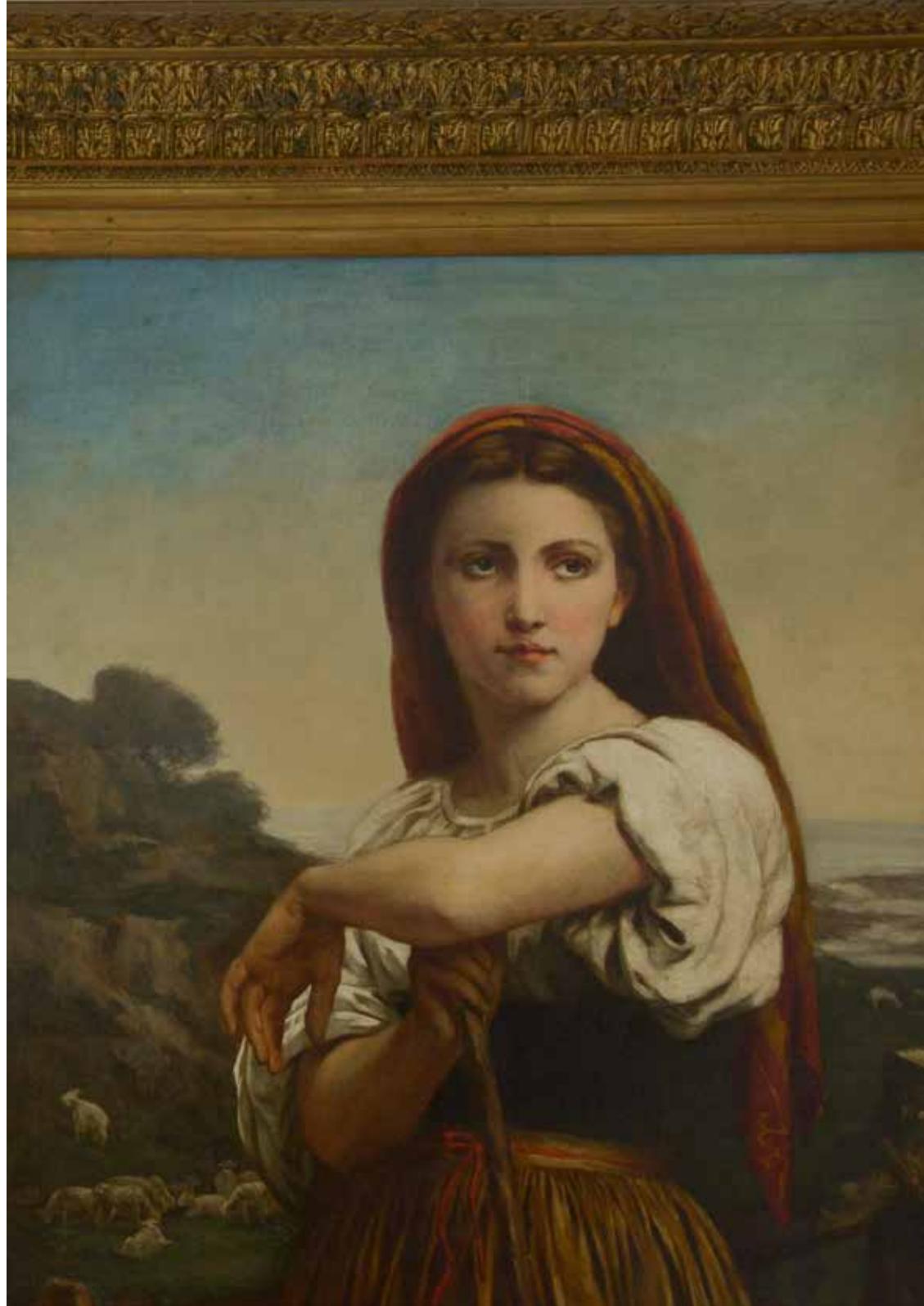
DRAW ME  
LIKE ONE  
OF YOUR  
FRIENDS

# ➔1. Provide a high quality, well-organised and accessible collection that supports the values of the Museums Service and helps us to tell Shropshire's stories.

Shropshire Museums Service has a wonderfully eclectic collection that has grown organically over many years. It encompasses over 300,000 old, new and curious items from ice age mammoth bones to Roman tombstones, 500 million-year-old fossils to extinct creatures, and farming equipment to armour. Our ceramic, archaeology and geology collections are of national importance.

However, it also poses problems. While the collection continues to grow and age, the resources with which to care for, interpret and exhibit it have diminished, and will remain insufficient for the foreseeable future. This poses a significant challenge for the Museums Service.

Our collection is the foundation upon which the rest of the service sits. As such a lot is required of it,



it needs to be high quality, organised and accessible, able to support our values and tell the stories of our county.

This goes hand-in-hand with promotion of the beautiful, fascinating and surprising objects which we have in our care.

### **1.1 WE WILL DEVELOP A GOOD QUALITY, ORGANISED COLLECTION**

➔ We will involve more people in decision making about our collection including customer representatives and staff who use the collection to deliver their services. We will begin by working as a team to identify the areas of our collection which best support our strategic objectives and values.

➔ We will redesign our Collections Policy so that it supports our Service Strategy and equips us with a collection that is fit for the future.

➔ We will undertake a project, led by staff and delivered by a team of volunteers to:

- identify which items support our strategic objectives and values
- de-accession items that do

not support our strategic objectives and values

- document our items to a consistently high standard, including the stories attached to them and their condition
- identify opportunities for volunteers to undertake collections care, cataloguing, research and interpretation projects
- store items safely and systematically so that they are easily accessible to all staff and the public.

➔ We will acquire and borrow items that support our strategic objectives and values including using our collection to maintain our status as the flagship public art gallery for the county.

➔ We will develop a high quality handling collection.

➔ We will maintain our Museum Accreditation status and explore designation status for parts of the collection.



# **Dynamic collections curation and management are the fundamental point of museums – to protect and take care of the collections they hold, and to make them accessible to the public, not just physically, but meaningfully as well.**



**Neil Mendoza**  
*The Mendoza Review*  
2017

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### **1.2 WE WILL MAKE OUR COLLECTION PUBLICALLY ACCESSIBLE AND WE WILL PROMOTE IT**

➔ We will work as a team to prioritise areas of the collection for digitisation, and produce a plan for digitising and making these areas

publically accessible via the online catalogue on our website.

➔ We will bring alive our collection by sharing its stories; promoting our digital collection through social media and creating films of specific items through an 'Object of the Month' programme.



## Objectives

- We will have the facilities to transport and display items from the collection.
- We will run weekly curatorial talks, and monthly tours behind the scenes.
- We will develop an outreach programme that takes our collection out of the museum and into the county, supported by a high quality handling collection.
- We will work with partners to review and improve the accessibility of our museums for all customers.
- We will train our staff and volunteers so that they are able to share stories from the collection with customers face-to-face.
- We will promote our collection and the stories that it tells through a robust Marketing Plan.

### **ARMS AND ARMOUR IN SHROPSHIRE MUSEUMS**

The publication of *Arms and Armour in Shropshire Museums*; a fully illustrated catalogue of almost 300 pieces, was the culmination of many years of research into a previously underutilised collection. Through the combined efforts of museum volunteers and leading scholars, this collection has now been fully appraised and made public through the catalogue. Key items were also featured in a temporary exhibition at Shrewsbury Museum & Art Gallery, Ludlow Museum Resource Centre and Much Wenlock Museum.

### **AGRICULTURAL COLLECTION RATIONALISATION**

Agricultural Collection Rationalisation at Acton Scott began with the West Midlands Museums Development Trust funded 'Expert Eye' Programme which provided subject specialist support to review the collections' large machinery and vehicles. This allowed Shropshire Museums to rationalise the collection down into a core Working Collection (which reflects the work of an upland Home Farm in the early twentieth century) and a Reserve Research Collection (which reflects the broader agricultural heritage of the county). Work recently began on a second phase, applying the same principles to the hand tool collection.



# ➔ 2. Provide places where all customers feel welcome, comfortable, educated and excited to return.

Shropshire Museums are beautiful and fascinating spaces. However, in a marketplace where there is increasing competition for leisure time, it is not enough to simply open the doors to our buildings to make our collection publically accessible.

A good understanding of our actual and potential customers' needs will ensure the long-term survival of our museums and help us to develop welcoming, comfortable, exciting and educational customer experiences.

### 2.1 WE WILL GET TO KNOW OUR CUSTOMERS

- ➔ We will have a good understanding of our actual and potential customers.
- ➔ We will ask customers about their experience of our museums and use this information to make decisions about the services that we offer and how we deliver them.



## **2.2 WE WILL HELP OUR CUSTOMERS TO GET TO KNOW US**

➔ We will rebrand our museums so that customers better understand who we are and what we do including renaming Ludlow Museum Resource Centre as Shropshire Museums Collections Centre.

➔ We will develop a new website for Shropshire Museums Service showcasing our museums and collections.

➔ We will use our marketing to extend a welcome to customers before they visit; showing them the kinds of experiences that they are likely to have at our museums.

➔ Our marketing will excite and encourage customers to return by promoting our permanent collection and regularly changing offers of family-focussed exhibitions, activities and events.

➔ As well as encouraging customers to visit, our marketing will create new digital museum experiences for customers via social media and an online catalogue on our website.

➔ We will identify and work towards appropriate national access standards and awards to help customers find out about us and know what to expect of us, for example we will adopt the 'Kids in Museums' Manifesto and work towards Family Friendly Museum status.

## **2.3 WE WILL ENHANCE THE WELCOME THAT ALL CUSTOMERS EXPERIENCE WHEN VISITING OUR MUSEUMS**

➔ We will train and motivate our staff and volunteers to offer a warm welcome to our customers in person, on the phone and online.

➔ Our spaces will be welcoming; making better use of external public space and redesigning internal entrance space.

## **2.4 WE WILL CREATE A MORE COMFORTABLE AND ACCESSIBLE ENVIRONMENT FOR OUR CUSTOMERS**

➔ We will redesign our spaces to be more comfortable and accessible for all of our customers; reviewing wayfinding into and



**From say 'Hello!' to never say 'No', from child-height stair rails to 'Tell your story' and 'Include their stories too', the Kids in Museums Mini Manifesto is a simple, easy-to-understand guide to what families and children want and need on a visit.**



**Kids in Museums  
2017**

around our museums; considering interpretation, lighting and sound; adding more seating; and creating space for groups to engage with the collection.

➔ We will review accessibility in its broadest sense including social

media, digitisation, outreach and opening times.

➔ We will understand and respond to the accessibility needs of our customers, including those who currently do not visit.



➔ We will provide information about our spaces, collections, events, exhibitions and facilities at appropriate times and in an accessible format.

### 2.5 WE DELIVER EXCITING AND EDUCATIONAL EXPERIENCES FOR OUR CUSTOMERS

➔ We will use key collection items to create ‘wow’ moments throughout our museums.

➔ We will create more opportunities for customers to interact and be playful throughout our museums.

➔ We will create a new inviting and exciting space at Shrewsbury Museum & Art Gallery designed for families.

➔ We will deliver an exciting and educational programme of events, activities and exhibitions for families including commissioning temporary exhibitions and continuing to develop our excellent education programme for children and adults.

  
**Everyone is entitled to an excellent museum experience that meets their needs.**



**Museum Association**  
*Museums Change Lives*  
2013

### 2.6 WE WILL ENCOURAGE OUR CUSTOMERS TO RETURN

➔ We will develop a programme of exhibitions, activities and events that supports our family-focus value.

➔ We will regularly change displays in the permanent collection.

➔ We will introduce a membership scheme at Shrewsbury Museum & Art Gallery which increases the value that customers experience and offers incentives to return.

➔ We will devise an exciting programme of volunteer opportunities for our customers.

#### **MINI MAMMOTHS**

Our popular museum-themed *Mini Mammoths* pre-school group runs every Friday during term-time. On Friday mornings our museum is full of buggies, parents, noise and laughter, and we love it!

#### **WORKSHOPS, COURSES AND FAMILY ACTIVITIES**

Our learning team provides workshops, courses and family activities for visitors at every stage of life. We welcome early years groups, adult learners and over 10,000 school children per year across our sites. Our Little Museum Adventures programme seeks to engage young children and their parents/carers with our museum collections. Staff training with a storyteller and songwriter has transformed team practice and led to the development of three new workshop programmes, a professional development session for early years educators and the creation of four sensory backpacks to help inspire meaningful connections with the objects in our care.

# of Rocks and Minerals

Brindwood Chase  
Burrington  
Wenlock  
SHALE  
ROCKS  
WENLOCK

WILLY  
desire  
know  
bubble  
soc



# ➔ 3. Proactively engage with partners to welcome a diverse audience into our museums and to strengthen the cultural offer across Shropshire.

Shropshire Museums have developed some excellent partnerships with external organisations. However, while the financial future for local authority museums remains uncertain, building partnerships that open up new funding opportunities, engage new audiences, raise our profile and enable us to deliver new and exciting activities, events and exhibitions is fundamental to securing a sustainable future for our museums.

### 3.1 WE WILL DEVELOP PARTNERSHIPS WITH PURPOSE

- ➔ We will have a good understanding of our actual and potential customers.
- ➔ We will ask customers about their experience of our museums and use this information to make decisions about the services that we offer and how we deliver them.

### 3.2 WE WILL DELIVER AN ANNUAL PROGRAMME OF ACTIVITIES ALIGNED TO DATES IN THE CULTURAL AND DIVERSITY CALENDAR

We will continue to develop and deliver an annual programme of projects inspired by dates in the

local and international cultural and diversity calendar. For example International Women's Day, LGBTQ+History Month and local events such as the Shrewsbury Food Festival and Shrewsbury Cartoon Festival.

Using a calendar equips us with a series of dates and themes which

  
**Working together needs to take a more central role. Sharing creative spaces, resources and ideas would be beneficial right now, but in the future it could become critical if funding resources diminish.**



**Arts Council England**

*Three things we've learned from you (ACE Strategy Development) 2018*





**For the arts and cultural sector, diversity is a test of resolve, not because of a lack of willingness, but because many of the underlying power structures of our world evolved in past eras, and the processes of succession have gone unchallenged.**



**Sir Nicholas Serota**

*Equality Diversity and the Creative Case*  
2016-17

naturally inspire projects and suggest partners. It also gives us a clearly communicable brief with which to approach those partners and develop long-term relationships as projects are revisited each year.

It places us firmly within the cultural life of the county and strengthens our resilience by taking a long-term approach that will develop each year, improving events, adding new ones, expanding partnerships and

applying learning from one event to another. It also equips us with a library of potential projects to attract external funding and a series of exciting volunteer opportunities.

### **3.3 WE WILL TAKE OUR MUSEUMS OUT TO NEW SPACES**

We will purchase the resources necessary to take a pop-up

museum out into the community. This will enable us to promote our museums at external events and deliver our own exhibitions, activities and events at new locations. It will engage new audiences, raise our profile and help our museums to fulfil their potential as key players in the cultural life of the county.

We will continue to develop and deliver our schools outreach programme.

#### **THE DEPRESSED CAKE SHOP**

*The Depressed Cake Shop* saw Shrewsbury Museum & Art Gallery partner with Shropshire Mind to host a pop-up café for World Mental Health Day. Local bakers donated cakes, an element of which had to be grey, to challenge the stigma around mental health and raise funds for local mental health initiatives.

#### **KIDS IN MUSEUMS TAKEOVER DAY**

*Kids in Museums Takeover Day* marked the beginning of an empowering partnership between Shrewsbury Museum & Art Gallery and Severndale Specialist Academy. The project gave pupils aged 8-18 meaningful roles across the museum. Children were welcomed on site well in advance of the day to see where they would be working and allow them time to develop their projects. They delivered a superb owl-themed takeover of our pre-school Mini Mammoths group. They worked with customer-facing staff at the museum entrance and they created and staged their own World War II exhibition on the balcony. The success of our Takeover Day prompted Kids in Museums to select it as an example of good practice which they will promote to the national museum sector.



AFTER RAIN - JULY 2, 1927 - 1990  
A BEQUEST TO THE BOROUGH OF  
STOWSBURY BY RICHARD PHILLIPS



SMS&AG  
VOLUNTEER

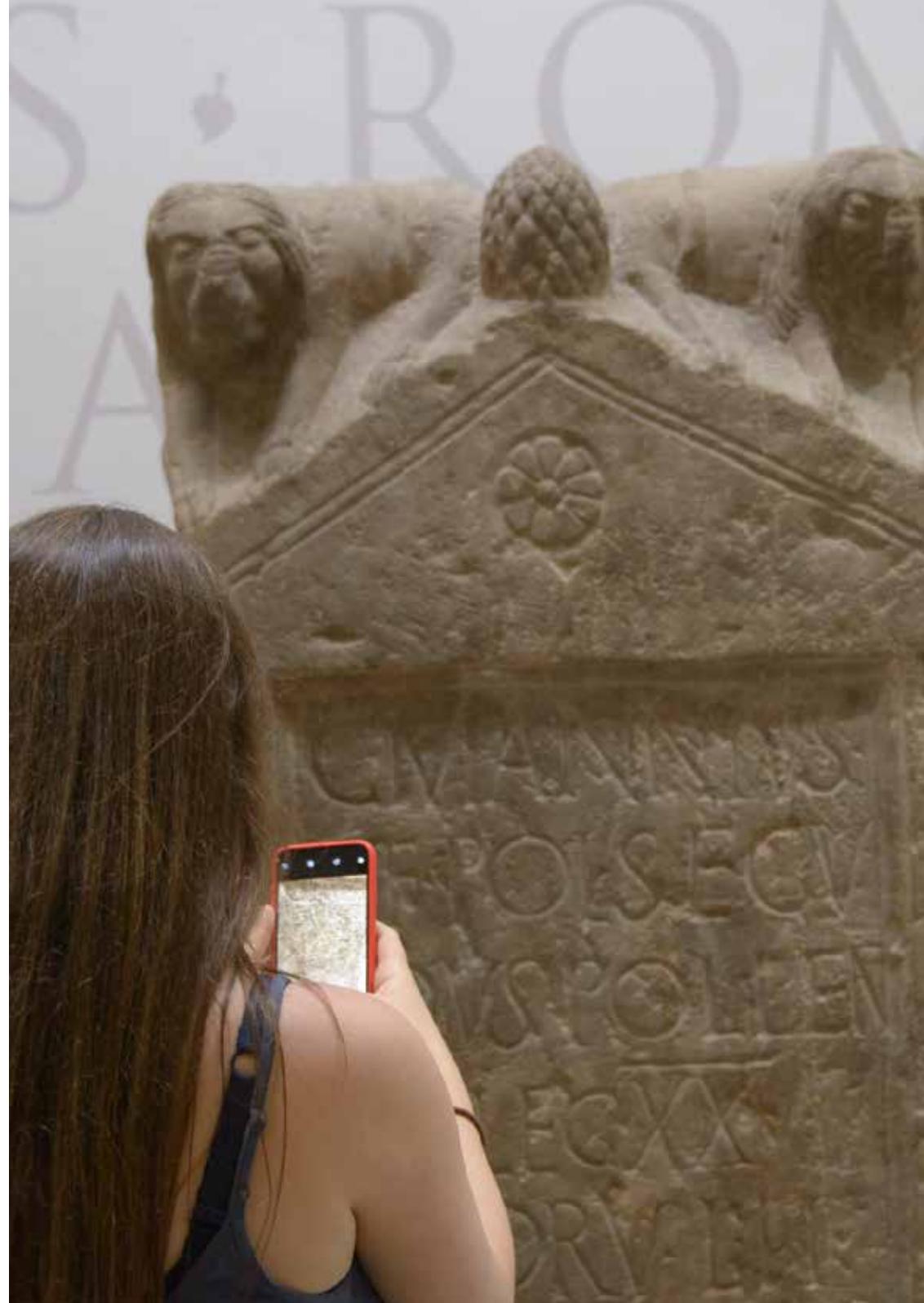
# ➡ 4. Increase our resilience by developing our fundraising capability and making best use of our assets.

After almost a decade of central government funding cuts, our museums have become adept at maximising limited resources to keep the doors open. However, low revenue investment has left a legacy of limited capacity across the service, including our capability to secure vital additional funding to invest in customer experience and our collections.

While the financial climate remains uncertain, it has never been more important that we make best use of our assets in order to

develop sustainable sources of income that directly fund Museums Services, and develop our fundraising capability in order to secure long-term funding from a wide range of sources.

Resilience is also about investing in our people; having a dynamic and diverse volunteer community and friends' groups who are excited and engaged with our museums, who are vocal advocates for us in Shropshire, and who experience tangible benefits from being involved with our museums.



#### **4.1 WE WILL DEVELOP OUR FUNDRAISING CAPABILITY AND PURSUE OPPORTUNITIES TO GENERATE INCOME**

- ➔ We will develop and deliver a Fundraising Plan, this will include a library of projects that we can draw on as new funding streams become available.
- ➔ We will review the proportions of income received from different sources and devise appropriate targets to increase income from entry fees, donations and external funding in order to diversify our funding sources.
- ➔ We will review the income and expenditure of our services and develop a plan to maximise income, including exploring the income generation potential of providing new activities.
- ➔ We will develop the fundraising capabilities of our staff and friends' groups.
- ➔ We will develop a package of opportunities for Corporate Sponsors, for example sponsoring events, spaces and temporary exhibitions.

➔ We will maximise income from donations and explore new methods of generating income.

#### **4.2 WE WILL MAKE BEST USE OF OUR PEOPLE**

- ➔ We will support our staff in their professional development and in developing their personal networks across the museum, art and heritage sector.
- ➔ We will support shared learning and teamwork through a programme of external visits.
- ➔ We will review current staffing resources against the requirements of the Strategy.
- ➔ We will continue to recruit and develop an active community of volunteers who reflect the diversity of audience that we aim to attract.
- ➔ We will develop a Volunteer Management Plan which broadens the diversity of our volunteer community; captures the skills, experience and wants of our volunteers; identify opportunities to invest in our volunteers, including training; deliver a programme of



**Museums need to increase and diversify their income... This will enable them to build sustainable and resilient models. At the same time, the use of existing public funding needs to be smarter to help support these objectives. Public funding is ultimately finite.**



**Neil Mendoza**  
*The Mendoza Review*  
2017



## Objectives

exciting volunteer opportunities across the service which support our objectives, and promote these opportunities to our customers.

➤ We will understand the skills and experience that our volunteers bring and what benefits they want to gain from working with us; using this we will devise an exciting programme of opportunities for our volunteers which we can also promote to our customers.

➤ We will review the role of the friends of our museums in light of our new strategic objectives and values.

### 4.3 WE WILL MAKE BEST USE OF OUR BUILDINGS

➤ We will use our spaces to maximise income. This will include reviewing the current and potential purpose of spaces and recommending whether more income could be generated if existing spaces were repurposed and/or new spaces developed.

➤ We will review our corporate hire spaces against our competition and price, and promote them to maximise income.

➤ If we enter into space sharing arrangements, we will seek organisations that support our objectives and values, for example those that strengthen the cultural offer our customers experience and/or who also attract families.

### 4.4 WE WILL MAKE BEST USE OF OUR COLLECTION

➤ We will sell images of beautiful and interesting objects in our collection; commissioning merchandise for our shop including postcards and prints.

➤ We will use our collection to enhance and support temporary exhibitions.

### 4.5 WE WILL MAKE BEST USE OF OUR RETAIL OPPORTUNITIES

➤ We will maximise income from our current museum shops by considering their design, location and stock.

➤ We will consider additional retail opportunities, for example a mobile shop and bespoke merchandise for temporary exhibitions.



**In a world where the public sector is under increasing financial pressure, cultural institutions need support from the corporate sector to be able to deliver the great work they do for the benefit of local people and visitors...**

**Our sponsorship of the museum enables us to connect with people who might have a need for our services and of course gives us an unrivalled opportunity to give clients and friends access to a wonderful building and its outstanding exhibitions.**



**Brian Evans**  
Managing Partner, *Lanyon Bowdler*  
2017



**CORPORATE SPONSOR**

Corporate sponsor Lanyon Bowdler Solicitors supports our exhibitions and events programming and acts as a powerful advocate for our service within the wider business community. Shrewsbury Museum & Art Gallery hosts an annual evening event for clients of Lanyon Bowdler and runs a quarterly breakfast club and networking meeting. This mutually beneficial partnership allows the museums service to showcase its collections and spaces and celebrates the work and contributions of our business sponsors.

**FRIENDS AND VOLUNTEERS**

Our Friends and Volunteers play an important role in supporting and delivering the service. Two friends groups: the Friends of Shrewsbury Museum & Art Gallery and the Friends of Ludlow Museum organise their own programme of events as well as supporting fundraising for the service. All museum sites are supported by a skilled and dedicated group of volunteers who work in all areas of service from meeting and greeting customers, room guiding and behind-the-scenes work such as cataloguing and digitisation.

## CONCLUSION

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This first Service Strategy has set out four strategic objectives for Shropshire Museums Service over the period 2018-2023 and five values which will shape how the objectives are delivered.

The Strategy has been developed with input from staff, volunteers and other key stakeholders. It reflects a service which is ambitious whilst mindful of the contextual challenges facing local authority museums and art galleries. It also references examples of how the work of museum staff and volunteers is already contributing to the strategic objectives.

The Strategy will be implemented and monitored through a Strategic Plan delivered by staff across the service. The Strategy will be reviewed annually.



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